



UNITED STATES DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. Census Bureau
Washington, DC 20233-0001
OFFICE OF THE DIRECTOR

March 5, 2019

Mr. Ben Welsh
MuckRock News
DEPT MR 68444
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Somerville, MA 02144
68441-67147477@requests.muckrock.com

Dear Mr. Welsh:

This letter is in response to your correspondence, dated February 4, 2019, to the U.S. Census Bureau's Freedom of Information Act (FOIA) Office. We received your request in this office on February 4, 2019, and have assigned to it tracking number DOC-CEN-2019-000603. We are responding under the FOIA to your request for:

1. A copy of any and all style guides that govern the logo, branding rules, publication formats and data visualizations for the upcoming 2020 census.

Enclosed is one (1) document, (64) pages that is responsive to your request; this record is fully releasable under the FOIA. There is no charge for this record.

Please contact Erika Hawkins of my staff by telephone at 301-763-2127 or by email at census.foia@census.gov if you have any questions regarding your request.

Sincerely,

Vernon E. Curry, PMP, CIPP/G
Freedom of Information Act/Privacy Act Officer
Chief, Freedom of Information Act Office

Enclosure

Enclosure

U.S. Census Bureau Corporate Identity and Branding Standards

Style Guide

December 2018



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INTRODUCTION

About Our Brand

The U.S. Census Bureau is the nation's leading source of data and the public should trust that data.

When the public receives mail with the Census Bureau logo on it, they should be inclined to open it and respond.

And when responding to one of our surveys, they should trust us to keep their data safe.

All of these are positive feelings and reactions we want people to experience when they hear or see the Census Bureau name.

We want people to know that the Census Bureau produces accurate data about our nation's people, places, and economy. Equally as important, we want them to trust us to keep their data safe and confidential.

This is our brand, and all of us must constantly work to support and protect it.

The American people have a generally positive attitude toward the decennial census. It's specifically mandated in the

Constitution. It's foundational to our democratic system of government. It demands every household's attention every 10 years.

It's so well recognized, in fact, that often the smaller surveys we conduct are met with suspicion or confusion.

Our branding and corporate identity guidelines are part of building trust with survey respondents in between the decennial censuses.

When our materials consistently display our logo and other official look and feel elements, people can recognize and verify them as legitimate.

Our surveys, as well as the economic census, benefit from the goodwill of the decennial census when they are visually linked to the Census Bureau brand.

So when people are invited to participate in one of our surveys, the connection to the Census Bureau—and all it stands for—is unmistakable.

“Measuring America— People, Places, and Economy”

Our tagline, “Measuring America—People, Places, and Economy,” reinforces our purpose and mission. We will use this tagline to drive home the scope of the work we do.

Objectives

- Consistently apply the corporate identity standards and branding to illustrate that the Census Bureau is the leader of official U.S. statistical methodology and reliable data collections.
- Effectively promote activities conducted by the Census Bureau.
- Provide guidelines for contractors, vendors, and partners who produce materials for and with us.
- Maintain the most effective visual presence of the Census Bureau’s core identity to serve as the organization’s long-term corporate brand.

Corporate Identity Standards and Branding

The standards outlined in this guide should be applied to all communications materials, including but not limited to the following:

- Conference materials
- Data visualizations
- E-mail
- Promotional materials
- Publications
- Social media channels
- Videos

A Message From the Members of the Corporate Identity and Branding Standards Team

This updated style guide aims to better align the look and feel of all of our communications materials, from digital to print. Use this guide when making design decisions on everything from Web sites, publications, signage, and slide decks to e-mail signatures, newsletters, and videos. We will provide updates to this guide as the need for additional detail becomes apparent.

The goal of our corporate identity program is to present the Census Bureau in a unified, positive way. We want everyone that interacts with us and our data to have a clear sense of the quality of our data and to trust its confidentiality. In order to accomplish this goal, every one of us must protect our brand by diligently following these guidelines.

Christine E. Taylor (Cochair)	Assistant Division Chief, Public Information Office
Lisa Wolfisch (Cochair)	Acting Chief, Center for New Media and Promotions
Michele Bartram	Customer Experience Officer
Michael C. Cook	Chief, Public Information Office
Michele C. Hedrick	Special Assistant
Jeffrey Meisel	Chief Marketing Officer
Victor E. Romero	Content Integrator
Janet S. Sweeney	Creative Services Manager

CENSUS BUREAU'S BRAND NAME

Except for the Bureau of the Census seal (used only on official and legal documents), we will refer to our agency as the U.S. Census Bureau or the Census Bureau. For external communications, in the first reference to the agency only, use **U.S. Census Bureau**; on all subsequent references within the communication, use **Census Bureau**. For internal communications, always use **Census Bureau**.

Never use **the Bureau**, **Census**, or **BOC** alone when referring to the agency or its programs and work.

CENSUS BUREAU LOGO

The Census Bureau logo (known as the standard logo) is the most important element of our corporate identity and branding. We use it on digital and print materials to help our customers clearly recognize us.



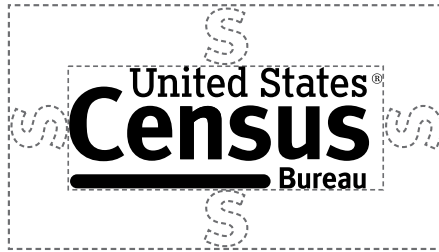
Use the DOC endorsement (known as the lockup) on all public-facing materials associated with our data.



Do not use the lockup on promotional materials or materials intended for an internal audience only.

Logo Placement

The standard logo should be sufficiently isolated from any other element that might detract from the logo's importance. The logo must have one "s" height (from the word "Census") of unused space around it.



Logo Color



PANTONE® 647

Color builds for
PANTONE® 647

C=95	205493
M=75	R=32
Y=14	G=84
K=2	B=147

Note: The PANTONE® color shown is for example only. See the current PANTONE® Color Standards book for color swatches and formulas. PANTONE® is a registered trademark of Pantone, Inc.

Color Options

The preferred use of the logo is blue on a white or light background. The logo may be black or reversed on a dark background of any color. When reversed, the logo and lockup must have enough contrast to be clearly legible.



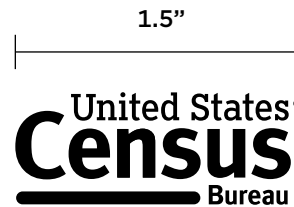
U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov



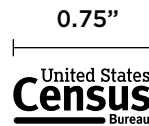
U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov

Reproduction Size

The logo size for a standard 8.5" x 11" page should be 1.5" wide.



You can reduce the size of the logo, but it cannot be so small that its readability or reproduction quality is jeopardized. In general, the logo should be no smaller than 0.75" wide.

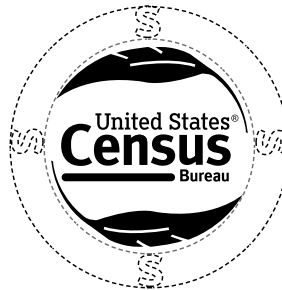


LIMITED-USE LOGOS

American Indian or Alaska Native (AIAN) Logo

The AIAN logo consists of the words “United States Census Bureau” with two feathers encircling the words, displayed in the specific fonts that were created for this logo. This logo is for use on products and materials created for the AIAN population only. The AIAN logo should never be used together with the standard logo on any material.

When the AIAN logo is used, it should be sufficiently isolated from any other element that might detract from the logo’s importance. The logo must have one “s” height (from the word “Census”) of unused space around it.



AIAN Logo Color Options

The preferred use of the AIAN logo is blue words with black feathers. The logo may be black or reversed on a dark background of any color. When reversed, the logo must have enough contrast to be clearly legible.

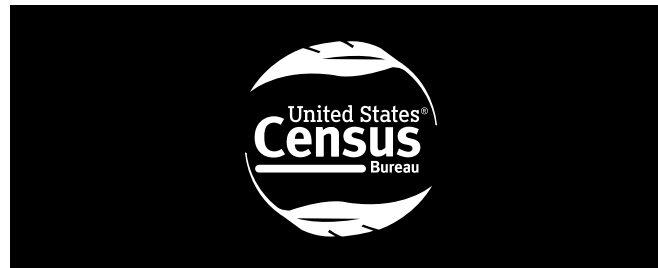
Black and Pantone® 647¹



Black



Reversed on a solid background



¹ See Pantone® 647 color builds on page 6.

Puerto Rico Logo

The Census Bureau's in-language Puerto Rico logo consists of the words "Oficina del Censo, Estados Unidos, Puerto Rico." No other fonts can be used to build this logo. This logo is for use on products and materials created for the Puerto Rican population only. The Puerto Rico logo should never be used together with the standard logo on any material.

When the Puerto Rico logo is used, it should be sufficiently isolated from any other element that might detract from the logo's importance. The logo must have one "s" height (from the word "Censo") of unused space around it.



Puerto Rico Logo Color



PANTONE® 2613

Color builds for
PANTONE® 2613

C=74	671E75
M=99	R=103
Y=5	G=30
K=11	B=137

Color Options

The preferred use of the logo is purple on a white or light background. The logo may be black or reversed on a dark background of any color. When reversed, the logo must have enough contrast to be clearly legible.

Pantone® 2613

Black



Reversed on a solid background



THE DECENNIAL CENSUS LOGO

The decennial census logo is our best-known and most-used asset. It is the cornerstone of our census promotional program. Since the 2000 Census, the decennial logo has been presented in a consistent fashion, and its use is governed by strict rules. If it is used haphazardly, the logo's ability to communicate consistent quality and trust will be diminished. Your assistance and cooperation in the protection of the decennial logo is valued and appreciated.

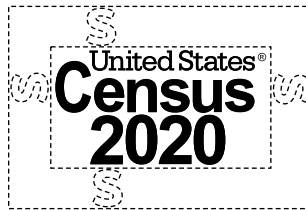
The decennial logo timeline



The 2020 Census Logo

The 2020 Census logo is a descendant of the 2000 Census logo. By design, it is built upon and reinforces the branding gains of the two preceding decennial censuses.

When the 2020 Census logo is used, it should be sufficiently isolated from illustrations or other words or images that might detract from the logo's importance. As with the standard logo, the 2020 Census logo must have one "s" height (from the word "Census") of unused space around it.



2020 Census logo Color



PANTONE® 194

Color builds for
PANTONE® 194

C=8 **9B2743**
M=100 R=155
Y=55 G=39
K=37 B=67

Color Options

The preferred use of the 2020 Census logo is red on a white or light background. The logo may be black or reversed on a dark background of any color. When reversed, the logo must have enough contrast to be clearly legible.

Pantone® 194



Black



Reversed on a solid background



Usage Requirements

The 2020 Census logo is not a stand-alone logo, it must always be used with the standard logo on promotional materials and with the lockup on all public-facing materials associated with decennial data. For print and Web products, the standard logo or lockup is always placed on the lower left, the 2020 Census logo is always placed on the lower right. No other information, such as form numbers or issue dates, should be placed below the logos.

Sample placement



LIMITED-USE DECENNIAL LOGOS

American Indian or Alaska Native (AIAN) Decennial Logo

The AIAN decennial logo consists of the words “United States Census 2020” with two feathers encircling the words, displayed in the specific fonts that were created for this logo. This logo is for use on products and materials created for the AIAN population only. The AIAN decennial logo should be used alone on decennial promotional materials. Standard placement is in the lower left corner of the page.

When the AIAN logo is used, it should be sufficiently isolated from any other element that might detract from the logo’s importance. The logo must have one “s” height (from the word “Census”) of unused space around it.



AIAN Decennial Logo Color Options

The preferred use of the AIAN decennial logo is red words with black feathers. The logo may be black or reversed on a dark background of any color. When reversed, the logo must have enough contrast to be clearly legible.

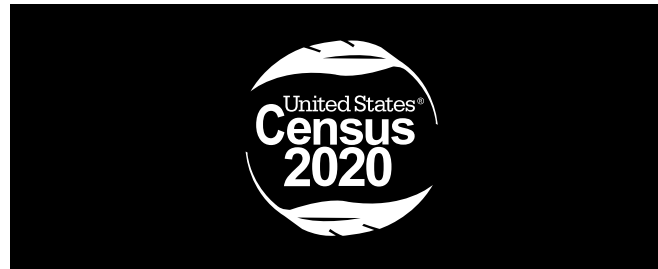
Black and Pantone® 194¹



Black



Reversed on a solid background



¹ See Pantone® 194 color builds on page 15.

Puerto Rico Decennial Logo

The Census Bureau's in-language Puerto Rico decennial logo consists of the words "Censo 2020, Puerto Rico." No other fonts can be used to build this logo. This logo is for use on products and materials created for the Puerto Rican population only. The Puerto Rico decennial logo should be used alone on decennial promotional materials. Standard placement is in the lower left corner of the page.

When the Puerto Rico decennial logo is used, it should be sufficiently isolated from any other element that might detract from the logo's importance. The logo must have one "s" height (from the word "Censo") of unused space around it.



Puerto Rico Logo Color



PANTONE® 2613

Color builds for
PANTONE® 2613

C=74	671E75
M=99	R=103
Y=5	G=30
K=11	B=137

Color Options

The preferred use of the logo is purple on a white or light background. The logo may be black or reversed on a dark background of any color. When reversed, the logo must have enough contrast to be clearly legible.

Pantone® 2613

Censo®
2020
Puerto Rico

Black

Censo®
2020
Puerto Rico

Reversed on a solid background



U.S. DEPARTMENT OF COMMERCE AND U.S. CENSUS BUREAU SEALS



U.S. Department of Commerce



U.S. Census Bureau

The Department of Commerce (DOC) and the Census Bureau seals are used on legal documents that are signed by and carry the names and titles of the Secretary of Commerce and the Director of the Census Bureau.

The seals are also used on all awards, legal certificates, and attestations such as the following:

DOC Seal	Census Bureau Seal
<ul style="list-style-type: none">• Publications for public distribution, on the title page.• Survey letters.	<ul style="list-style-type: none">• Publications for public distribution, on the roster page.• Copies of documents requiring authentication that the material is a true copy of the original.• Official statements of the population of municipalities and other places, when requested.• Special tabulations and compilations, when requested.

The seals are not used on presentations or internal communications.

More detailed information on seals and their usage is available through the Policy Coordination Office/Policy Portal page on Census Central.

COLOR

A unified color palette is an essential component of corporate identity and branding. Color consistency helps our customers recognize and connect with us.

The following pages define the color palette for the digital experience (census.gov) and for print and Web products. The majority of the colors are the same. The two exceptions are the primary blue color is darker in the digital experience and the print and Web products palette has additional accent colors to accommodate special campaigns. A sample census.gov page (see page 20) displays the use of the two color palettes.

Digital Experience

Primary color

- The header/footer background
- Text for H1/H2

Secondary colors

- Text link/button states
- Calls to action, emphasis

Accent color

- Charts
- Text link/button states

Print and Web Products

Primary color

- Large blocks of color
- Titles and subheads

Secondary colors

- Backgrounds
- Subtitles

Accent colors

- Where appropriate for emphasis and visual interest

Census Bureau Corporate Colors

Digital Experience

Primary Digital
Background for header/footer,
text for H1/H2

112E51

R=17

G=46

B=81

Secondary Colors
Text link/button states

A7C0CD

R=167

G=192

B=205

78909C

R=120

G=144

B=156

4B636E

R=75

G=99

B=110

Accent Color

Charts (CEDSCI), text link/
button states

0095A8

R=0

G=149

B=168

Secondary Color

Calls to action, emphasis

FF7043

R=255

G=112

B=67

Sample census.gov Page: Header-Footer Design

[U.S. Department of Commerce](#) | [Blog](#) | [Index A-Z](#) | [Glossary](#) | [FAQs](#)

[TOPICS](#)
Population, Economy
 [GEOGRAPHY](#)
Maps, Products
 [LIBRARY](#)
Infographics, Publications
 [DATA](#)
Tools, Developers
 [SURVEYS/PROGRAMS](#)
Respond, Survey Data
 [NEWSROOM](#)
News, Blogs
 [ABOUT US](#)
Our Research

[census.gov](#) | [Our Surveys & Programs](#) | [American Community Survey \(ACS\)](#) | [News & Updates](#) | [American Community Survey Data Releases](#)

American Community Survey (ACS)

[About the Survey](#)
[Respond to the Survey](#)
[News & Updates](#)
[Data Releases](#)
[News](#)
[Updates](#)
[Events](#)
[Data](#)
[Guidance for Data Users](#)
[Geography & ACS](#)
[Technical Documentation](#)
[Methodology](#)
[Library](#)
[Operations and Administration](#)
[Contact Us](#)
[Respond to the ACS](#)
[Learn how](#)

Data Releases

Leading up to the annual release of new datasets, the Census Bureau publishes a schedule, notes about new estimates or new guidance, and technical information about geography and product changes. Users can also browse the notes from previous years using the tabs below.

2016
2015
2014
2013
2012

Details About the 2016 Release

2016 Data Release New and Notable
Learn more about items of interest related to the 2016 ACS release.

2016 Data Release Schedule
Reviews the dates and components of the 2016 ACS release.

2016 Table & Geography Changes
Learn more about changes to tables and geography for each ACS data release.

Geographic Notes

The 115th Congressional District data has been released and the 2016 ACS 1-year estimates are available for these updated Congressional Districts. State Legislative Districts have also been updated and estimates for those areas are included in the 2012-2016 ACS 5-year release.

Related Information

Tell Us What You Think!

Last Revised: July 10, 2017

ABOUT US

- Are You in a Survey?
- FAQs
- Director's Corner
- Regional Offices
- History
- Research
- Scientific Integrity
- Census Careers
- Diversity @ Census
- Business Opportunities
- Congressional and Intergovernmental
- Contact Us

FIND DATA

- QuickFacts
- American Factfinder
- 2010 Census
- Economic Census
- E Stats
- Interactive Maps
- Training & Workshops
- Data Tools
- Developers
- Catalogs
- Publications

BUSINESS & INDUSTRY

- Help With Your Forms
- Economic Indicators
- Economic Census
- E Stats
- International Trade
- Export Codes
- NAICS
- Governments
- Longitudinal Employer-Household Dynamics (LEHD)
- Survey of Business Owners

PEOPLE & HOUSEHOLDS

- 2010 Census
- 2010 Census
- American Community Survey
- Income
- Poverty
- Population Estimates
- Population Projections
- Health Insurance
- Housing
- International
- Genealogy

SPECIAL TOPICS

- Advisors, Centers and Research Programs
- Statistics in Schools
- Indian Resources (IIRAP)
- Emergency Preparedness
- Statistical Abstract
- Special Census Program
- Data Linkage Infrastructure
- Fraudulent Activity & Scams
- USA.gov

NEWSROOM

- News Releases
- Release Schedule
- Facts for Features
- Stats for Stories
- Blogs

CONNECT WITH US

[Accessibility](#) | [Information Quality](#) | [FOIA](#) | [Data Protection and Privacy Policy](#) | U.S. Department of Commerce

Census Bureau Corporate Colors

Print and Web Products

Primary Color
Large blocks of color,
titles, and subheads

C=95 **205493**
M=75 R=32
Y=14 G=84
K=2 B=147

Pantone® 647

Secondary Colors
Backgrounds and
subtitles

C=35 **A7C0CD**
M=15 R=167
Y=13 G=192
K=0 B=205

C=57 **78909C**
M=35 R=120
Y=32 G=144
K=2 B=156

C=73 **4B636E**
M=52 R=75
Y=44 G=99
K=19 B=110

Accent Colors
Where appropriate for
emphasis and visual interest

Pantone® 194
C=8 **9B2743**
M=100 R=155
Y=55 G=39
K=37 B=67

C=100 **009964**
M=0 R=0
Y=80 G=153
K=10 B=100

C=100 **0057B8**
M=52 R=0
Y=0 G=87
K=0 B=184

Pantone® 2613
C=74 **671E75**
M=99 R=103
Y=5 G=30
K=11 B=137

C=0 **FF7043**
M=70 R=255
Y=78 G=112
K=0 B=67

C=81 **0095A8**
M=24 R=0
Y=31 G=149
K=0 B=168

FONTS

This section describes the fonts for all Census Bureau communications and products. A consistent use of fonts helps our customers recognize and connect with us.

Fonts for the Digital Experience (census.gov)

Roboto has been selected for titles, subtitles, and numbers for census.gov Web pages. **Lora** has been selected for body text. The typography adheres to specific requirements to ensure legibility and optimal display on different browsers.

Roboto	Lora
Titles, subtitles, and numbers	Body text
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
<i>The quick brown fox jumped over the lazy dog.</i>	<i>The quick brown fox jumped over the lazy dog.</i>

Fonts for Print and Web Products

The **Gotham** font family as a sans serif type style and the **Chronicle** font family as a serif type style are the preferred fonts. These fonts will be used for all text. The art director or graphic artist will determine the appropriate typography styles for each project.

If the **Gotham** or **Chronicle** font families are not installed on your computer or compatible with your software program or platform, you may use the **Calibri** (sans serif) or **Cambria** (serif) font families. **Use these fonts on all of your internal and external communications materials, including slide decks and e-mail.**

The following pages provide samples of the fonts.

Primary Font Family

Gotham

Preferred Width

Gotham Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Body Text, Tables, and Graphs	Titles and Subtitles
<ul style="list-style-type: none">• Gotham Light (<i>Italic</i>)• Gotham Book (<i>Italic</i>)• Gotham Medium (<i>Italic</i>)	<ul style="list-style-type: none">• Gotham Bold (<i>Italic</i>)• Gotham Black (<i>Italic</i>)• Gotham Ultra (<i>Italic</i>)

Gotham Narrow

Alternate Width

Gotham Narrow Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Body Text, Tables, and Graphs	Titles and Subtitles
<ul style="list-style-type: none">• Gotham Narrow Light (<i>Italic</i>)• Gotham Narrow Book (<i>Italic</i>)• Gotham Narrow Medium (<i>Italic</i>)	<ul style="list-style-type: none">• Gotham Narrow Bold (<i>Italic</i>)• Gotham Narrow Black (<i>Italic</i>)• Gotham Narrow Ultra (<i>Italic</i>)

Supporting Font Family
(Certificates, programs, special emphasis materials)

Chronicle

Chronicle Text Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Titles, Subtitles, and Body Text

- Chronicle Text Roman (*Italic*)
- Chronicle Text Semibold (*Italic*)
- **Chronicle Text Bold (*Italic*)**

Chronicle Display

Headlines Only (16 points or more)

- Chronicle Display Light (*Italic*)
- Chronicle Display Roman (*Italic*)
- Chronicle Display Semibold (*Italic*)
- **Chronicle Display Bold (*Italic*)**
- **Chronicle Display Black (*Italic*)**

Acceptable Alternate Font Families

Calibri

Calibri Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Body Text, Tables, and Graphs	Titles and Subtitles
<ul style="list-style-type: none">• Calibri Light (<i>Italic</i>)• Calibri Regular (<i>Italic</i>)	<ul style="list-style-type: none">• Calibri Bold (<i>Italic</i>)

Cambria


Cambria Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Body Text, Tables, and Graphs	Titles and Subtitles
<ul style="list-style-type: none">• Cambria Regular (<i>Italic</i>)	<ul style="list-style-type: none">• Cambria Bold (<i>Italic</i>)


CONTACT INFORMATION

Business Card Guidelines


Census Bureau business cards include the Census Bureau logo and Web address. There are three options available, Standard, Field Regional Staff, and Field Representative. Visit the ACSD/Publication Services/Business Cards intranet page for information about requesting business cards based on the official templates.

 census.gov @uscensusbureau	U.S. Department of Commerce U.S. Census Bureau Washington, DC 20233
	Census Employee
	<i>Title</i> Division
	Office: 301-763-0000 Mobile: 000-000-0000 census.employee@census.gov

Standard card

 census.gov @uscensusbureau	U.S. Department of Commerce U.S. Census Bureau Address line 1 Address line 2
	Census Employee
	<i>Title</i> Division
	Mobile: 000-000-0000 census.employee@census.gov Office: 301-763-0000

Field Regional Staff card

 census.gov @uscensusbureau	U.S. Department of Commerce U.S. Census Bureau Address line 1 Address line 2
	Census Employee
	<i>Field Representative</i> Region
	Mobile: 000-000-0000 census.employee@census.gov Office: 1-800-000-0000 census.gov/staffsearch

Field Representative card

I am available:	
Mon.	_____ to _____
Tue.	_____ to _____
Wed.	_____ to _____
Thu.	_____ to _____
Fri.	_____ to _____
Sat.	_____ to _____
Sun.	_____ to _____

E-mail Signatures

The use of standard e-mail signature blocks is mandatory for desktop and mobile devices. Several templates have been designed to meet the need for flexibility in providing contact information. Signature blocks should not include information that is not pertinent to the Census Bureau mission; **personalized quotes or phrases are prohibited**. Visit the E-mail Signatures intranet page (within the Center for New Media/Corporate Identity and Branding page) for step-by-step instructions.

Sample E-Mail Signature

OWA

Your Name, Your Title
Your Division
U.S. Census Bureau
O: 301-763-0000 | M: 000-000-0000
[census.gov](https://www.census.gov) | [@uscensusbureau](https://twitter.com/uscensusbureau)

iPhone

Your Name, Your Title
U.S. Census Bureau
Office/Branch/Division/Region
O: 000-000-0000 M: 000-000-0000
[census.gov](https://www.census.gov) | [@uscensusbureau](https://twitter.com/uscensusbureau)

E-MAIL MARKETING

GovDelivery Template Improvements

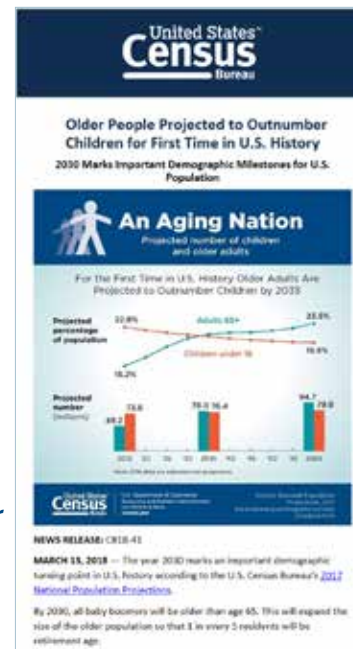
- Mobile and tablet-friendly e-mail templates are designed to boost engagement, increase open and click rates. The drag and drop interface allows for easy customization.
- Incorporates the look and feel of *census.gov*.
- Uses the Calibri font to ensure compatibility on the widest range of e-mail clients, Web browsers, and devices.
- Uses the best practices from the e-mail/digital marketing team.



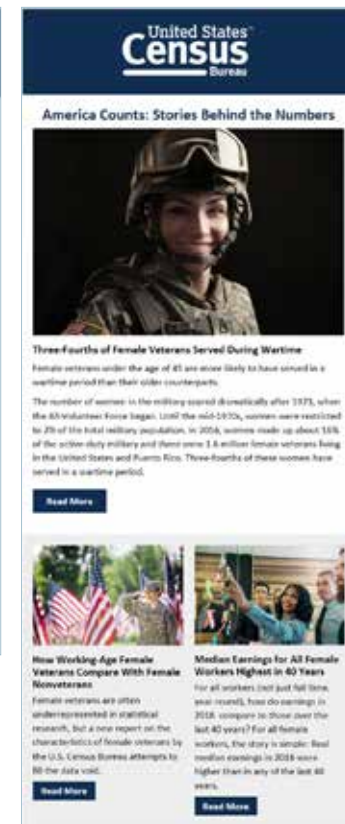
Standard Template for Marketing



Mobile Monthly Newsletter



Standard Template for Press Releases



Mobile One-Column Newsletter

EXHIBIT STRUCTURES

Exhibits and Collateral Materials

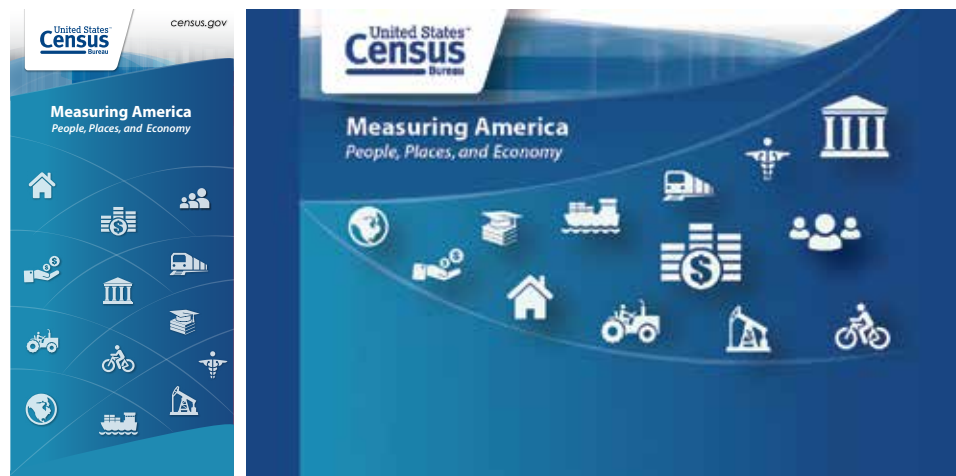
The Customer Liaison and Marketing Services Office (CLMSO) provides exhibit structures for use at Census Bureau sponsored events and conferences.

CLMSO staff will:

- Schedule and deliver all standard Census Bureau exhibit structures.
- Coordinate the design and procurement of new, program area-funded exhibit materials and the storage, shipment, replacements, and repairs.

Structures are available through the conferences and events program on a first-come, first-served basis.

Sample Portable Exhibit Structures



REPORTS

The Grid System

A grid system is used for all print and Web products to ensure an organized and consistent presentation. See next page for the sample.

Covers

As the basis of the report cover, the grid system determines how and where the information on the cover is laid out. It dictates the location of all elements, including text, images, and logos. The grid, with its predetermined positions for the different elements, may not be altered.

1. Report information panel:

The top part of the report cover is reserved for report information.

2. Program and author information panel:

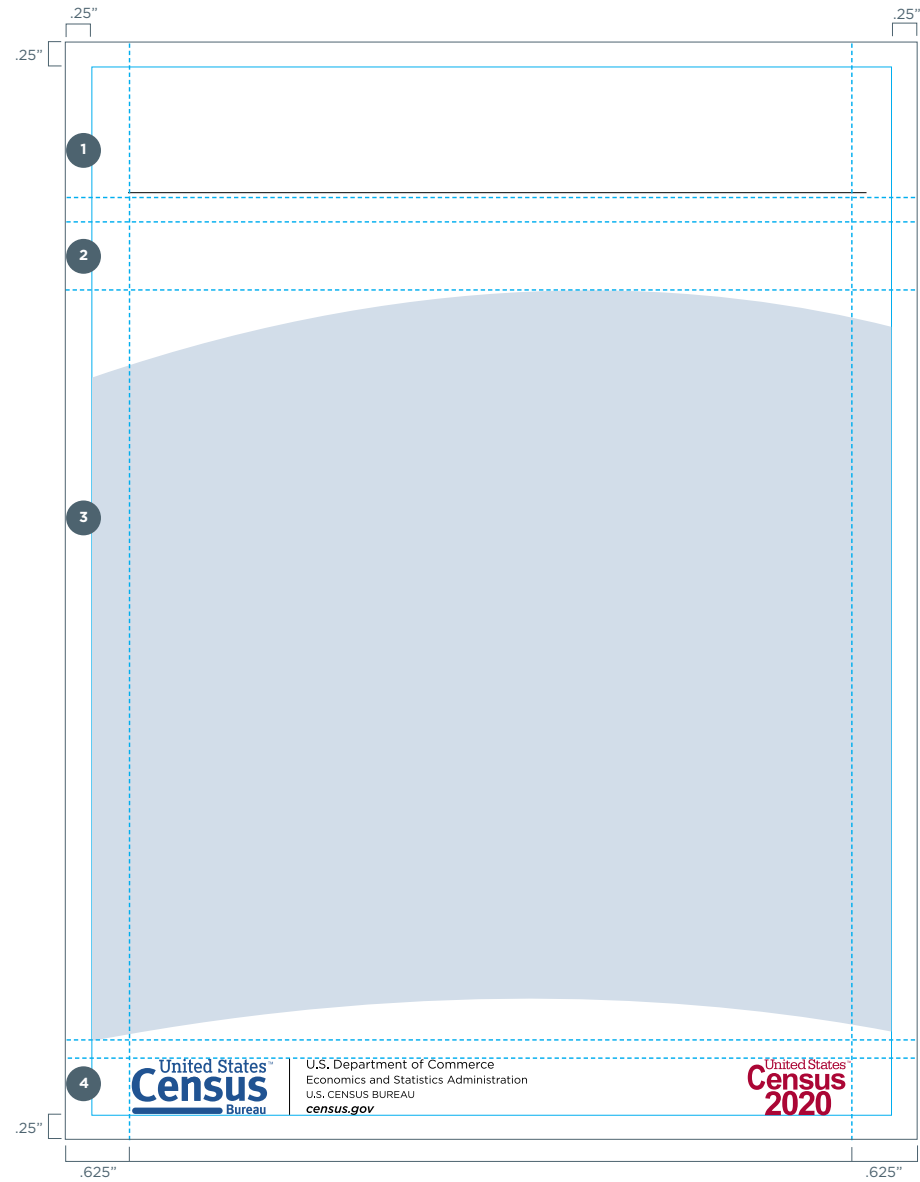
The center panel is reserved for program and author information.

3. Design panel:

The design panel is for illustrating the report contents.

4. Endorsement panel:

The bottom panel is reserved for the Census Bureau logo, other endorsements, and the Web address. The lockup and 2020 Census logo (when used) are positioned in consistent locations.



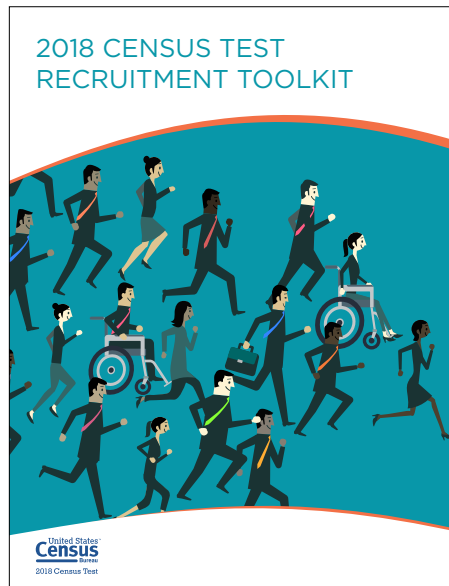
Text Sizes

The default text sizes are listed below. Adjustments may be made to the type sizes of the title and subtitle to accommodate the amount of text.

Report title and date	Gotham Medium , 22 pt/28 pt
Report subtitle	<i>Gotham Medium Italic</i> , 14 pt/20 pt, 50% black or white
Program title	Gotham Bold , 12 pt/13 pt, black or white
Program subtitle	<i>Gotham Medium Italic</i> , 12 pt/13 pt, 50% black or white
Author's name	Gotham Medium , 9 pt/13 pt, black or white
Issue date	Gotham Medium , 9 pt/11 pt, black or white
Publication number	Gotham Medium , 6 pt/8 pt, black or white

Imagery Placement

Imagery, such as photography or graphic elements, are placed in the imagery window (or arc). See examples below for both imagery and color variations. Adjusting the width of the imagery window for either a 0.25" border or bleed is done by scaling only the X axis by 105 percent to retain grid height.



Inside Pages

There are no grid or layout specifications for the inside pages of a publication. The only requirement is **U.S. Census Bureau** must appear in the footer of each page at no smaller than 6 points. The title of a report may appear in the footer on the outside margins with the page numbers, **U.S. Census Bureau** is aligned to the inside margins.

The **Gotham** font family should be used throughout the report.

SHORT REPORTS

The short report cover is organized similar to the basic report cover. The major difference is that the short report begins on the cover. Content conveyed by either text and/or graphs is positioned on the cover in the imagery arc (see below, left) or center panel for economic reports (see below, right).

As with the basic report cover, a grid is provided for the short report cover format. The **Gotham** font family should be used throughout the report.

Demographic Turning Points for the United States: Population Projections for 2020 to 2060

Population Estimates and Projections

Current Population Reports

By Jonathan Vespa and Lauren Medina
P25-044
Issued March 2018

INTRODUCTION

The year 2020 marks a demographic turning point for the United States. Beginning that year, all baby boomers will be older than 65. This will expand the size of the older population so that one in every five Americans is projected to be retirement age. For the first time in U.S. history, older people are projected to outnumber children, and later that decade, we project there will be more elderly than babies. The year 2020 marks another demographic first for the United States. That year, immigration is projected to overtake natural increase (the excess of births over deaths) as the primary driver of population growth for the country. Once deaths are subtracted from the population, the number of people added through births will be smaller than the number added through net international migration. These three demographic milestones are expected to make the 2020s a transformative decade for the U.S. population.

Beyond 2030, the U.S. population is projected to grow slowly, to age considerably, and to become more racially and ethnically diverse. This report looks at these changes and summarizes results from the U.S. Census Bureau's 2017 National Population Projections. It focuses on 2030.

2017 NATIONAL POPULATION PROJECTIONS

The results in this report are based on the 2017 population projections, which are the third set of projections based on the 2010 Census, and cover the period from 2017 to 2060. This series updates the prior series released in 2014, which was the first to incorporate separate assumptions about the fertility of native- and foreign-born women living in the United States, since the latter tend to have higher fertility rates.

The 2017 series extends that work to include separate assumptions about the mortality of native- and foreign-born people. For the first time, the national population projections will account for the generally lower mortality rates and higher life expectancy of the foreign born, which allows us to better project for the effects of international migration. The 2017 series also includes projections of the racial and ethnic composition of children and older adults for the first time.

The 2017 National Population Projections include projections of the resident population by several demographic traits, including age, sex, race, Hispanic origin, and nativity (whether people were born in the United States or in another country). They are based on the 2010 Census and official population estimates through 2016. This series uses the cohort-component method, which projects the three components of population change—fertility, mortality, and international migration—separately for each birth cohort based on historical trends. The base population is advanced each year using projected survival rates and net international migration. New birth cohorts are added to the population by applying the



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Summary of the Quarterly Survey of Public Pensions for 2017: Q3

Asset Growth Continues in Third Quarter 2017

By Phineas Canney, Daniel Papp, and Gráinne Turner
Released January 2018
ss-qpp18



ASSETS GROWTH CONTINUES

For the 300 largest public-employee pension systems in the country, assets (cash and investments) totaled \$2,691.1 billion in the third quarter of 2017, increasing by 2.8 percent from the 2017 second-quarter level of \$2,597.7 billion. Compared to the same quarter in 2016, assets for these major public-pension systems increased 9.0 percent from \$2,386.4 billion. This continues the growth trend that began in the third quarter of 2015. The summary highlights the major asset categories (equities, debt instruments, and cash equivalents) and does not reflect all of the categories published for the Quarterly Survey of Public Pensions. Please see the complete datasets on the Web site at www.census.gov/qpp/qppr for further detail.

INTERNATIONAL SECURITIES MARKET VALUE RISES

The market value of international securities increased 41 percent quarter-to-quarter, from \$705.5 billion to \$790.5 billion during the third quarter of 2017. International securities experienced a year-to-year increase of 11 percent from \$694.5 billion in the third quarter of 2016, which is greater than the overall increase in assets (9.0 percent) during the same period. International securities now comprise over one-fifth (21.6 percent) of the total cash and investments of major public-pension systems for the current quarter, which is the highest level since March 2016.

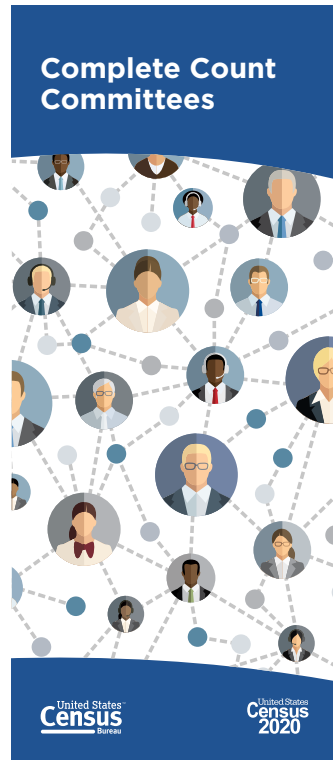


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BROCHURES AND BOOKLETS

Trifold brochures and 5½ x 8½ inch booklets use an adjusted version of the grid system established for reports and short reports. The structure of the smaller grid for brochures and booklets determines how and where the information on the cover is placed. It dictates the location of cover elements (including text, images, and logos) and allows for an adequate gutter to accommodate folds.

The **Gotham** font family is used throughout brochures and booklets.



FACTSHEETS

Three factsheet templates have been designed to accommodate a range of content. The templates use the corporate colors and fonts and the logo is consistently placed on the lower left of the page. The arrangement of elements on the second page of the template is determined by the art director or graphic artist based on the amount of content.

Template 3 is available in Microsoft Word under **File/New/CUSTOM** In the **Office Global Templates/Census Templates** folder.

The 2020 Census at a Glance

Count everyone once, only once, and in the right place.

The U.S. Constitution requires that each decade we take a count—or a census—of America's population. The 2020 Census goal is to count everyone once, only once, and in the right place.

The census provides vital information for you and your community.

- It determines how many representatives each state gets in Congress.
- Communities rely on census statistics to plan for a variety of resident needs including new roads, schools, and emergency services.
- Businesses use census data to help provide more local jobs and places to shop.

Each year, the federal government distributes hundreds of billions of dollars to states and communities based on U.S. Census Bureau data.

In 2020, we will introduce new technology to make it easier than ever to respond to the census. For the first time, you will be able to respond online, by phone, or by mail. We will use data that the public has already provided to cut down on household visits. And, we are building a more accurate address list and automating our field operations—all while keeping your information confidential and safe.

The Census Bureau is the leading source of statistical information about the nation's people. We provide snapshots on population size and growth and detailed portraits of our changing communities.

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Foundation of a Successful Census

Establish Where To Count

- Using aerial imagery and on-field work to identify new homes and buildings
- Partner with U.S. Postal Service
- Local governments input through the Biennial Information Survey and Local Update of Census Addresses
- Comprehensive review of all addresses

Motivate People To Respond

- Partner with community leaders and trusted voices
- Use tailored messages
- Encourage self-response

Count The Population

- Respond online, by phone, or by mail
- Visit households that do not respond
- Online forms in multiple languages
- Match individual Census ID to not required for online response

Release Census Results

- Deliver report counts to the President by December 31, 2020
- Release counts for redistricting by April 1, 2021
- Make a score for the public to access data

April 2017

Template 1

Tribal Affairs

Intergovernmental Affairs Office (IAO)

ACCOMPLISHMENTS AND FUTURE FUNCTIONS OF THE OFFICE

FY 2017

The Tribal Affairs team led an active year of outreach.

- A second round of 2020 Census Tribal Consultations were completed, in addition to the 2020 Census Tribal Consultation Final Reports.
- Regular updates were sent to Tribal Leadership, Tribal Organizations, and 2020 Consultation Meeting participants.
- Supportive efforts were made, leading to the release of the My Tribal Area Data Tool.
- Participated on the Remote Alaska Enumeration Planning Team.

FY 2018

As the year progresses, the activities of the Tribal Affairs team have expanded. Currently planned, the team will:

- Continue to manage the Tribal Affairs Working Group
- Lead the Tribal Affairs Liaison Team at the U.S. Department of Commerce
- Continue assistance with Remote Alaska Enumeration Team
- Continue outreach and liaison work with AIAN Federal partners
- Attend and coordinate events that promote Census Bureau programs and available data products

The Tribal Affairs team works closely with American Indian and Alaska Native (AIAN) tribal nations on a government-to-government basis to address issues concerning Tribal self-government. The government-to-government relationship is based on the United States Constitution, federal treaties, policy, law, court decisions, and executive orders, and the ongoing political relationship among tribal nations and the federal government. The IAO serves as the principal liaison office for tribal affairs and is the principal advisor to the director and executive staff on tribal issues and concerns. The team's work focuses on collaborating with other agencies, building and maintaining relations with tribal leaders, tribal associations, and tribal members in order to educate, inform, participate, consult, and share program information from across the U.S. Census Bureau.

MY TRIBAL AREA DATA TOOL

The Census Bureau collects data for the AIAN population and publishes specific counts, estimates, and statistics from the American Community Survey (ACS). The ACS provides detailed demographic, social, economic, and housing statistics every year for the nation's communities. The My Tribal Area data tool allows the user to select a tribal area for viewing of its unique statistics. Estimates are updated automatically with new releases.

TRIBAL CONSULTATION REPORTS

The Census Bureau held a series of 17 tribal consultation meetings and one national webinar from the Fall of 2015 through the Fall of 2016. Hard copies of the final reports, resulting from the consultations, were mailed to tribal leaders and participants. Electronic copies can be found at <https://www.census.gov/ia>

CONTACT INFORMATION

301-763-2001 | 2020census@commerce.gov

TRIBAL AFFAIRS TEAM

Dee Weaver, Tribal Affairs Coordinator
K. Lynn Galt, Tribal Affairs Specialist

Native House, Intergovernmental Affairs Specialist

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Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov

Template 2

The 2020 Census at a Glance

Counting everyone once, only once, and in the right place

The U.S. Census Bureau is the federal government's largest statistical agency. We are dedicated to providing current facts and figures about America's people, places, and economy. Federal law protects the confidentiality of all the information the Census Bureau collects.

The U.S. Constitution requires that each decade we take a count—or a census—of America's population. The 2020 Census goal is to get a complete and accurate count.

The census provides vital information for you and your community.

- It determines how many representatives each state gets in Congress.
- Communities rely on census statistics to plan for a variety of resident needs including new roads, schools, and emergency services.
- Businesses use census data to help provide more local jobs and places to shop.

Each year, the federal government distributes hundreds of billions of dollars to states and communities based on Census Bureau data.

In 2020, we will introduce new technology to make it easier than ever to respond to the census. For the first time, you will be able to respond online, by phone, or by mail. We will use data that the public has already provided to cut down on household visits. And, we are building a more accurate address list and automating our field operations—all while keeping your information confidential and safe.

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census.gov

KEY MILESTONES

- 2018**
 - 2020 Census questions sent to Congress
 - 2018 Census Test
 - Six regional 2020 Census offices open
- 2019**
 - Partnership activities launched
 - Complete Count Committee established
 - 248 field offices open
- 2020**
 - Advertising begins in early 2020
 - Public response (online, phone, or mail) begins
 - Census Day—April 1, 2020
 - In-person visits to households that haven't responded begin
 - Apportionment counts sent to the President—December 31, 2020
- 2021**
 - Redistricting counts sent to the states—March 31, 2021

#uscensusbureau

Template 3

TEMPLATES

Some templates are available in the Microsoft Office 2016 Word and Powerpoint applications. These templates include the logo and corporate colors. Check for new templates as they become available.

In Powerpoint, the templates are loaded under **File/New/SHARED** in the **Census Templates** folder.

In Word, the templates are loaded under **File/New/CUSTOM** In the **Office Global Templates/Census Templates** folder.

Products intended for wide distribution to the general public should be professionally designed and need to be reviewed through the Communications Directorate. Visit the Public Information Office's Graphic and Editorial Services Branch intranet page for more information.

Powerpoint Widescreen Template

PPT Basic—*Evergreen*-Widescreen

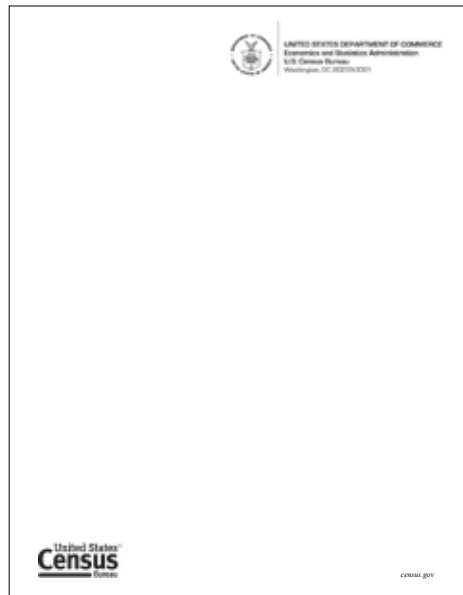
Instructions Slide

- The footer includes a **protected Standard/Basic Census Bureau logo/DOC endorsement**. Only the page # text box can be revised.
- This is an all-purpose PPT Presentation slide, primarily for **External** audiences.
- The PowerPoint **default font is Calibri**. Please maintain this font through the entire presentation.
- NOTE: When printing out widescreen PPT slides or decks, go to "Printer Properties" and call for **Legal Size paper**.
- For more templates and general information, please visit the [Corporate Identity & Branding \(CIDB\)](#) landing page. (Go to Census Central, scroll down to "Stay Connected," click on *Corporate Logos and Templates*.)
- Approved via CIDB and CNMP, 2/1/2017. Instructions revised, 2/27/2017.



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Economic and Statistics Administration
U.S. Census Bureau
201608-0001

MS Word Letterhead Template



MS Word Factsheet Template

U.S. Census Bureau at a Glance

Subtitle

LOREM IPSUM

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum irure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis ut vero eros et accumsan et justo odio dignissim qui blandit praesent luptatum zril dellenit augue dui dolore te feugiat nulla facilis.

LOREM IPSUM

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LOREM IPSUM

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LOREM IPSUM

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Illustration, photo, or text panel

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. ugañ nulla facilis.



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COPY, MESSAGING, AND USAGE

The Public Information Office (PIO) provides a repository of information for presenting who we are and what we do. The PIO talking points provide the “first words” to say about key Census Bureau topics.

The talking points have simple, high-level information that can be used as a resource for situations including:

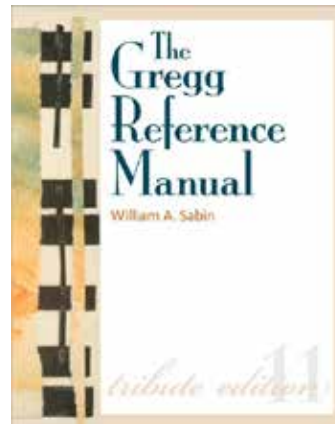
- Talking with stakeholders, conference attendees, or the media.
- Making presentations.
- Drafting other written material.

See the Public Information Office Talking Points intranet page for the copy and detailed guidance at <<https://collab.ecm.census.gov/div/pio/intranet/PIOTP/Pages/default.aspx>>. Check back often, as we grow and update our talking points inventory to maintain timeliness.

Census.gov features copy and messaging that have been vetted and approved before circulation in the public domain. Every piece of copy, messaging, and content may be used on other integrated communications materials and platforms.

PREFERRED STYLE GUIDE

In order to unify our communications materials, *The Gregg Reference Manual* (Eleventh Edition) by William A. Sabin (New York: McGraw-Hill, 2011) has been selected as the single source regarding usage. Everyone who writes, edits, or proofreads should have a copy available. The only exception is for materials being produced for the media. Per DOC guidance, the Associated Press Style Guide should be used in these instances.



The Plain Writing Act of 2010 requires that federal agencies use clear communication that the public can easily understand and use. Plain language must be used in any document that explains to the public the business, mission, or products of the agency. For more information on plain language, see <<https://intranet.ecm.census.gov/sites/v2/futureon/dataclarity/plainlanguage/SitePages/Default.aspx>>.

508 Compliance

Section 508 of the Rehabilitation Act requires all communications materials be available in accessible formats for individuals with disabilities. Contact the Graphic and Editorial Services Branch for PDF tagging.

CONTACTS

CENTER FOR NEW MEDIA AND PROMOTION 301-763-1911

Promotions Branch

Web and New Media Branch

CUSTOMER LIAISON AND MARKETING OFFICE 301-763-4636

Customer Engagement and Analytics Branch

PUBLIC INFORMATION OFFICE 301-763-3030

Graphic and Editorial Services Branch

Internal Communications Branch

Media Relations Branch

APPENDIX A

Mail—Envelopes

Photo Policy

MAIL—ENVELOPES

Addressing Mail

The Postal Service defines a ***complete address*** as one that has all the address elements necessary to allow an exact match with the current Postal Service ZIP+4 and City State files to obtain the finest level of ZIP+4 and delivery point codes for the delivery address.

A ***standardized address*** is one that is fully spelled out, abbreviated by using the Postal Service standard abbreviations (shown in this publication) or as shown in the current Postal Service ZIP+4 file.

**ABC MOVERS
1500 E MAIN AVE STE 201
SPRINGFIELD VA 22162-1010**

Recipient Line
Delivery Address Line
Last Line

**MR JOHN DOE
123 MAGNOLIA ST
HEMPSTEAD NY 11550-1234**

Address Block

Format all lines of the address with a uniform left margin. Uppercase letters are preferred on all lines of the address block.

Common Designators

The most common unit designators are:

APARTMENT	APT
BUILDING	BLDG
FLOOR	FL
SUITE	STE
UNIT	UNIT
ROOM	RM
DEPARTMENT	DEPT

Pound Sign (#)

If the pound sign (#) is used, there must be a space between the pound sign and the secondary number.

425 FLOWER BLVD # 72

Attention Line

The Attention Line is placed above the Recipient Line, that is, above the name of the firm to which the mailpiece is directed.

**JOHN DOE
ABC COMPANY
1401 MAIN ST
FALLS CHURCH VA 22042-1441**

**ATTN JOHN DOE
ABC COMPANY
1401 MAIN ST
FALLS CHURCH VA 22042-1441**

Punctuation

With the exception of the hyphen in the ZIP+4 Code, punctuation may be omitted in the delivery address block.

**MR. WALTER W. WITHERSPOON JR.
MDM ENTERPRISES, INC.
1401 S. MAIN ST.
PLUMMER'S LANDING, KY 41081-1411**

Acceptable

**MR WALTER W WITHERSPOON JR
MDM ENTERPRISES INC
1401 S MAIN ST
PLUMMER'S LANDING KY 41081-1411**

Preferred

Format

Format the Last Line with at least one space between the city name, two-character state abbreviation, and ZIP+4 Code.

TAMPA FL 33630-9998

Note: Two spaces are preferred between the state abbreviation and ZIP+4 Code.

Sample Envelopes With Logo Placement

U.S. DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. Census Bureau
4600 Silver Hill Road
Washington DC 20233

OFFICIAL BUSINESS
Penalty for Private Use \$300

BC-335A (1-2006)



U.S. DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. Census Bureau
1201 E 10th Street
Jeffersonville IN 47132-0001

OFFICIAL BUSINESS
Penalty for Private Use \$300

BC-335A (1-2006)



Business Reply Mail Layout Guidelines (505.1.5)

Company Logo: For barcoded pieces, a company logo is permitted in the address block if it is placed no lower than $\frac{5}{8}$ inch from the bottom edge of the mailpiece and does not interfere with the barcode clear zone.

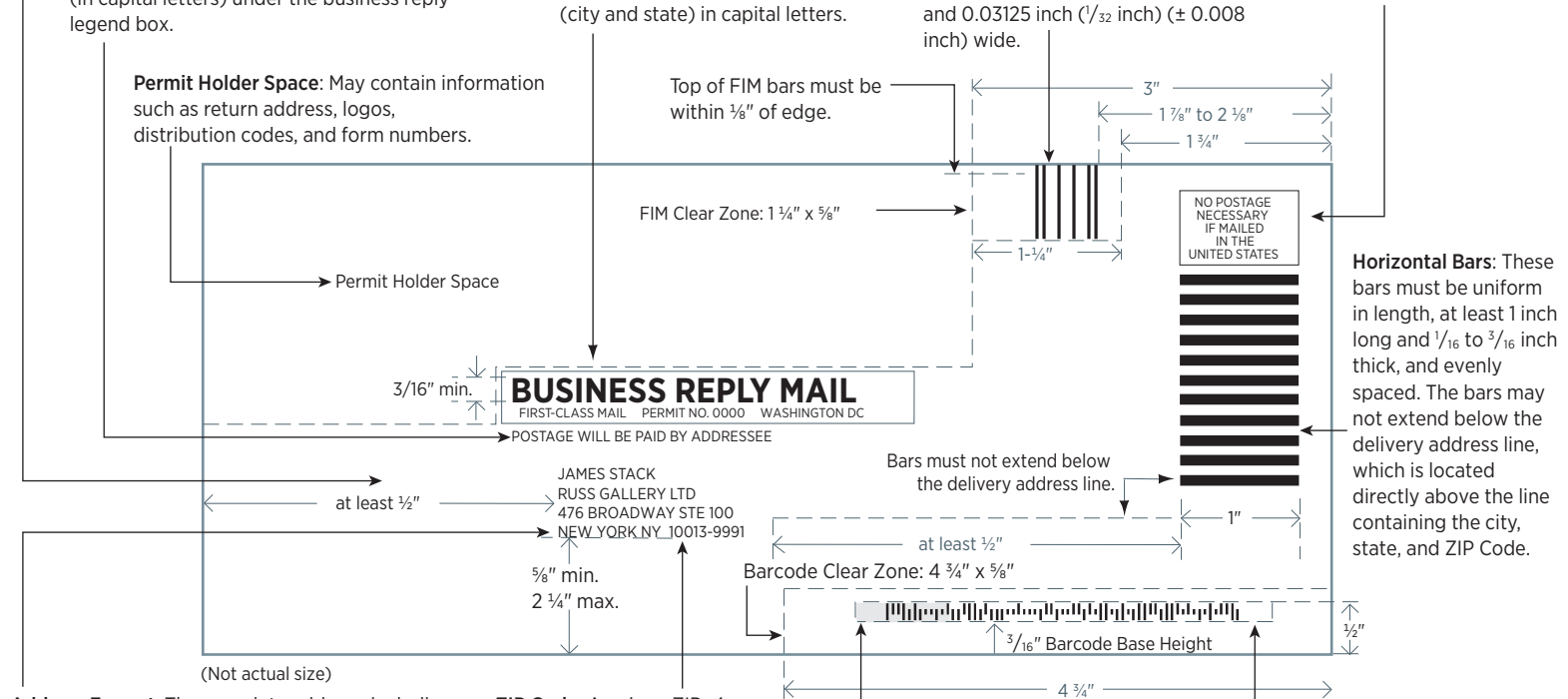
Postage Paid Line: Place the endorsement "POSTAGE WILL BE PAID BY ADDRESSEE" (in capital letters) under the business reply legend box.

Permit Holder Space: May contain information such as return address, logos, distribution codes, and form numbers.

Business Reply Legend: The words "BUSINESS REPLY MAIL" are required above the address in capital (uppercase) letters. Immediately below, place the words "FIRST-CLASS MAIL PERMIT NO." followed by the permit number and the name of the issuing Post Office (city and state) in capital letters.

Facing Identification Mark (FIM): A FIM pattern (specifically FIM B without barcode or FIM C with barcode) is required on all BRM postcards and letter-size mailpieces. The FIM clear zone must contain no printed matter other than the FIM pattern. FIM bars must be between $\frac{1}{2}$ and $\frac{3}{4}$ inch high and 0.03125 inch ($\frac{1}{32}$ inch) (± 0.008 inch) wide.

Postage Imprint: "NO POSTAGE NECESSARY IF MAILED IN THE UNITED STATES" must appear in the upper right corner of the mailpiece and must not extend more than $1\frac{3}{4}$ inches from the right edge.



Address Format: The complete address, including the name of the permit holder (company or individual), must be printed on the mailpiece.

ZIP Code: A unique ZIP+4 code is assigned to each piece.

Before printing, submit proofs of BRM samples to your local Post Office for advice and approval. Take advantage of this service—it could save you money. Qualified Business Reply Mail pieces must be approved by the USPS before printing.

Dimensions: Between $3\frac{1}{2}$ by 5 inches and $6\frac{1}{2}$ by 11 $\frac{1}{2}$ inches. To qualify for the card price, cards must be between $3\frac{1}{2}$ by 5 inches and $4\frac{1}{4}$ by 6 inches and between 0.007 and 0.016 inch thick. Larger card sizes are available, but they are charged at First-Class Mail letter price.

Barcoded pieces measuring more than $4\frac{1}{4}$ inches high or 6 inches long must be at least 0.009 inch thick.

- Additional standards apply to QBRM pieces (505.1.3).
- A surcharge is assessed for nonmachinable letters (101.1.2).

Barcode Location: The Intelligent Mail barcode may be located here or in the address block. The barcode must be a ZIP+4 barcode (delivery point barcodes are not permitted). This area must be free of any printing other than the barcode. A free camera-ready barcode positive may be obtained from your local Post Office.

Ink/paper Colors and Type Styles: Not all colors of paper and/or ink and type styles are compatible with automated equipment. Contact your local Post Office for guidance.

All letter-size reply cards and envelopes (Business Reply Mail, Courtesy Reply Mail, and meter reply mail) provided as enclosures in automation First-Class Mail, Periodicals, and USPS Marketing Mail must meet the standards in 201.3.0.

Quick Reference—Domestic

Shape	Size		Price			
Postcards 			\$0.34			
	Length	5 inches				6 inches
	Height	3-1/2 inches				4-1/4 inches
	Thickness	0.007 inch	0.016 inch			
Letters 			Weight Not Over (oz.)	Stamped	Metered	
	Length	5 inches	11-1/2 inches	1	\$0.47	\$0.465
	Height	3-1/2 inches	6-1/8 inches	2	0.68	0.675
	Thickness	0.007 inch	1/4 inch	3	0.89	0.885
	Letters that meet one or more of the nonmachinable characteristics in DMM 101.1.2 are also subject to the \$0.21 nonmachinable surcharge		3.5	1.10	1.095	
Large Envelopes (Flats) 			Weight Not Over (oz.)	Price		
	Length	11-1/2 inches	15 inches	1	\$0.94	
	Height	6-1/8 inches	12 inches	2	1.15	
	Thickness	1/4 inch	3/4 inch	3	1.36	
	* Flats exceed at least one of these dimensions.		4	1.57		
	Pieces that are rigid, nonrectangular, or not uniformly thick pay parcel prices.		5	1.78		
			6	1.99		
			7	2.20		
			8	2.41		
			9	2.62		
			10	2.83		
			11	3.04		
			12	3.25		
		13	3.46			

PHOTO POLICY

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